



# Public Relations Committee Meeting

**February 15, 2024**  
**3:00 pm**

**Mission Career Center**  
**4981 Ayers Street**  
**Mission Training Room**  
**Corpus Christi, TX**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/83278913667?pwd=QmZHeWRreUFNYkxjenVzQWFHSVVWUT09>

**Toll-Free Call In**

888 475 4499 US Toll-free

Meeting ID: 832 7891 3667

Passcode: 353499

[www.workforcesolutionscb.org](http://www.workforcesolutionscb.org)

## Strategic Goals

- Establish and Strengthen Partnerships
- Effectively/Efficiently Target Rural Area Services
- Increase Workforce Awareness
- Expand Innovative Services to Business
- Explore New Revenue Opportunities
- Improve Internal Efficiencies
- Refine Board Culture

## Mission Statement

At Workforce Solutions of the Coastal Bend, we invest in our regional economic success through access to jobs, training, and employer services.

## Value Statement

**A**ccountability – We address our customers and co-workers in a positive manner that elevates their spirit and creates a professional, supportive workplace for staff, job seekers, and employers.

**T**eamwork – We combine our individual talents for the benefit of the mission and common goals leveraging our unique abilities and contributions.

**T**rust – We consistently deliver on our commitments to our customers and co-workers to establish strong, sustainable relationships.

**I**ntegrity – We are honest, supportive, candid in addressing difficult issues, and willing to share success to demonstrate respect and consideration for our customers and co-workers.

**T**enacity – We resist giving up when the going gets tough and support our customers and co-workers in seeing that issues are resolved and the job gets done.

**U**nderstanding – We are serious and passionate about delivering our services with compassion and empathy.

**D**ignity – We interact with customers and co-workers professionally regardless of their backgrounds, experience, and circumstances to reflect our commitment as public servants.

**E**nthusiasm – We recognize the importance and value of our work and know that every day we have the opportunity to help build the economic success of our regional economy.

## Disclosure and Declaration of a Conflict of Interest

Conflicts of Interest and the appearance of Conflicts of Interest shall be reported according to Board Administrative Policies #1.0.101.00 - Standards of Conduct and Conflict of Interest; and #1.0.105.00 - Reporting Conflict of Interest, Fraud, and Abuse, which were adopted by the Board of Directors on April 26, 2007.

*Conflict of Interest* – A circumstance in which a Board Member, Board employee, Contracted Provider, or Contracted Provider's employee is in a decision-making position and has a direct or indirect interest, particularly a financial interest, that influences the individual's ability to perform job duties and fulfill responsibilities.

*Appearance of a Conflict of Interest* – A circumstance in which a Board Member, Board employee, Contracted Provider, or Contracted Provider's employee's action appears to be:

- influenced by considerations of one or more of the following: gain to the person, entity, or organization for which the person has an employment interest, substantial financial interest, or other interest, whether direct or indirect (other than those consistent with the terms of the contract), or;
- motivated by design to gain improper influence over the Commission, the Agency, the Board, or the Board's Chief Elected Officials.

## Code of Ethics

The Workforce Solutions Code of Ethics is a guide for dealing with ethical matters in the workplace and in our relationship with our clients and members of the community.

- We believe in respect for the individual.
- We believe all persons are entitled to be treated with respect, compassion and dignity.
- We believe in openness and honesty in dealing with the general public, the people we serve, and our peers.
- We believe in striving for excellence.
- We believe in conducting ourselves in a way that will avoid even the appearance of favoritism, undue influence or impropriety, so as to preserve public confidence in our efforts.



**Public Relations Committee Meeting**

Mission Career Center – 4981 Ayers Street – Mission Training Room  
Corpus Christi, Texas

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**Thursday, February 15, 2024 – 3:00 pm**

**AGENDA**

Page

I. Call to Order: *C. Michelle Unda, Chair*

II. TOMA Rules: *Janet Neely*

III. Roll Call: *Janet Neely*.....3

IV. **Announcement on Disclosure of Conflicts of Interest**  
Any Conflicts of Interest or Appearance of a Conflict of Interest with items on this agenda shall be declared at this time. Members with conflicts will refrain from voting and are asked to refrain from discussion on such items. Conflicts discovered later in the meeting shall be disclosed at that time. Note: Information on open meetings is included at the end of this agenda.

V. **Public Comments**

VI. **Discussion and Possible Action on Minutes of the September 7, 2023 Public Relations Committee Meeting**.....4-5

VII. **Review of Committee Charter, Initiatives, and Strategic Board Goals for BCY2024**.....6

VIII. **Information Only:**

1. Overview of the Awareness/Outreach Plan as it relates to the Strategic Board Goals:  
*Xena Mercado*.....7-9

2. Quarterly Performance Report – Event Promotion, Recap, and Analytics: *PR Team*.....10

(cont. page 2)

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**Equal Opportunity Employer/Program**

Auxiliary aids and services are available upon request to individuals with disabilities.

Deaf, hard-of-hearing or speech impaired customers may contact

Relay Texas: 1.800.735.2989 (TDD) and 1.800.735.2988 or 7-1-1 (voice)

3. Upcoming Events and Ongoing Projects: *PR Team*.....11  
4. Web, Email, PR, and Social Media Analytics: *PR Team*.....12

**IX. Adjournment**

**Note:** Except for expressly authorized closed sessions, meetings, discussions, and deliberations of the Board or Committees will be open to the public. Voting in all cases will be open to the public. Board members are advised that using personal communication devices to discuss Committee and Board business during the meeting may be a violation of the Texas Open Meetings Act. Such communications also may be subject to the Texas Public Information Act.

**Closed Session Notice.** PUBLIC NOTICE is given that the Board may elect to go into executive session at any time during the meeting in order to discuss matters listed on the agenda, when authorized by the provisions of the Open Meetings Act, Chapter 551 of the Texas Government Code. In the event the Board elects to go into executive session regarding an agenda item, the section or sections of the Open Meetings Act authorizing the executive session will be publicly announced by the presiding officer.

**Texas Open Meetings Act (TOMA).** All public meetings are required to follow all parts of the Texas Open Meetings Act. Therefore, we will be holding this meeting both in-person at our **Mission Career Center, Mission Training Room** and on **ZOOM**. With this format, comes some changes to what is required of board members and the public.

- The presiding member (Chair or designee) must be in-person at the meeting location, 4981 Ayers St., Corpus Christi, Texas.
- Board members must be visible on camera in order to count toward the quorum and in order to vote.
- The public and all presenters will need to be visible while presenting information.

This hybrid meeting format will allow us to meet TOMA rules, while still ensuring the safety of those who must attend.

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**Public Relations Committee  
Roll Call Roster  
February 15, 2024  
(3 = Quorum)**

\_\_\_\_\_ C. Michelle Unda, Chair

\_\_\_\_\_ Carlos Ramirez, Vice Chair

\_\_\_\_\_ Hector Bernal

\_\_\_\_\_ Eric Evans

\_\_\_\_\_ Susan Temple

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Printed Name

**MINUTES**  
**Workforce Solutions Coastal Bend – Public Relations Committee**  
**Mission Career Center – 4981 Ayers Street – Mission Training Room**  
**Corpus Christi, Texas**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/81623526891?pwd=cmxBMjNKSFNtDhKaVBWT2Mvb1pMZz09>

**Toll-Free Call In**

888 475 4499 US Toll-free

**Meeting ID:** 816 2352 6891

**Passcode:** 765151

**September 7, 2023 – 3:00 pm**

**Committee Members**

**Present**

Carlos Ramirez, Vice Chair  
Tracy Florence  
Susan Temple

**Absent**

C. Michelle Unda, Chair  
Eric Evans

**Others Present**

Ken Trevino, Workforce Solutions  
Janet Neely, Workforce Solutions  
Xena Mercado, Workforce Solutions  
Tony Armadillo, Workforce Solutions  
Artug Altug, Workforce Solutions  
Allyson Riojas, Workforce Solutions  
Ricardo Munoz, Workforce Solutions  
Christina Miller, Workforce Solutions  
Vicki Stonum, Workforce Solutions  
Valerie Ann De La Cruz, Workforce Solutions  
Alba Silvas, Workforce Solutions  
Ramsey Olivarez, C2GPS, LLC  
Geri Escobar, C2GPS, LLC

**Other Board Members Present**

Gloria Perez  
Kimberley D. James

**I. Call to Order**

Mr. Ramirez called the meeting to order at 3:00 pm.

**II. TOMA Rules**

Ms. Neely provided information on the Texas Open Meetings Act (TOMA) Rules.

**III. Roll Call**

The roll was called and a quorum was present. Ms. Perez and Dr. James were also in attendance.

**IV. Disclosure of Conflicts of Interest**

Attention was called to the Disclosure and Declaration of Conflict of Interest and disclosures were requested by the chair at this time. None were made.

**V. Public Comments**

Due to the new TOMA rules we do have a laptop setup at 400 Mann Street, Suite 800 and it is listed on the zoom call as Public. The laptop is available and open to the public.

Mr. Trevino welcomed new Board Member Dr. Kimberley D. James, Deputy Superintendent of Curriculum & Instruction with Corpus Christi Independent School District. Mayor Paulette Guajardo, City of Corpus Christ appointed Dr. James and she is representing Public Assistance replacing Alma Barrera.

**VI. Discussion and Possible Action on Minutes of the May 4, 2023 Public Relations Committee Meeting**

Ms. Perez moved to approve the minutes of the May 4, 2023 Public Relations Committee meeting. The motion was seconded by Ms. Temple and passed.

VII. **Information Only:**

1. *Strategic Board Goals Update Related to Public Relations*

Ms. Mercado provided an update on the Strategic Board Goals Related to Public Relations (included on pages 7-8 of the September 7 agenda packet).

2. *Review of the Awareness/Outreach Plan*

Ms. Mercado presented information on the Review of the Awareness/Outreach Plan (included on pages 7-8 of the September 7 agenda packet).

Ms. Mercado recognized Mr. Altug for his great work on the videos.

3. *Quarterly Performance Report*

a. *Event Promotion, Recap and Analytics*

Ms. Mercado provided information on the Event Promotion, Recap and Analytics (included on pages 9-10 of the September 7 agenda packet).

4. *Upcoming Events and Ongoing Projects*

Ms. Mercado provided information on the Upcoming Events and Ongoing Projects (included on pages 11-12 of the September 7 agenda packet).

5. *Web, Email, PR, and Social Media Analytics*

Ms. Mercado, Mr. Altug and Mr. Armadillo provided information on Web, Email, PR and Social Media Analytics updates and Insights (included on page 13 of the September 7 agenda packet).

VIII. **Adjournment**

The meeting adjourned at 4:21 pm.

## DISCUSSION AND POSSIBLE ACTION

### VII. Review of Committee Charter, Initiatives, and Strategic Board Goals of BCY 2024

## BACKGROUND INFORMATION

Public Relations Committee Charter:

### **PUBLIC RELATIONS**

Responsible for the organization's awareness/outreach plan to broaden public recognition of programs/services. Receives quarterly reports and provides feedback regarding all programmatic collaterals produced, social media and website analytics, and an Annual Report which are used as tools to report to the public both the availability and accomplishments of workforce programs/services.

### **Strategic Board Goals**

Established in 2010, the strategic board goals were set to work towards increasing educational and employment opportunities for the people of the Coastal Bend region, including youth and those with barriers to employment.

1. Establish and Strengthen Partnerships
2. Effectively and Efficiently Target Rural Area Services
3. Increase Workforce Awareness
4. Expand Innovative Services to Business
5. Explore New Revenue Opportunities
6. Improve Internal Efficiencies
7. Refine Board Culture

## RECOMMENDATION

The Public Relations Committee consider the proposed committee charter, initiatives and board strategic goals for BCY 2024; and take any appropriate action on the information presented.



## INFORMATION ONLY

### VIII – 1. Overview of the Awareness/Outreach Plan as it relates to the Strategic Board Goals

## BACKGROUND INFORMATION

### Awareness/Outreach Plan

- The Communications Department works toward Strategic Board Goals, by Increasing Workforce Awareness through promotions and storytelling through social media, email marketing, video production, and website optimization. We assist in the expansion of innovated services to business by providing a marketing value to employers who partner with us, providing them with the visibility alongside WFSCB Branding. We assist in the establishment and strengthening of partnerships by working with employers, stakeholders, and community partners to promote programs, events and share stories about how we work together to support the Coastal Bend.
- We will be reviewing and revising the Strategic Marketing Standards & Guidelines
- Regular Tasks Completed by the Communications Team include:
  - o Weekly Hot Jobs Updates on both wfscb.org and upskillcoastalbend.org
  - o Weekly social media promotion of upcoming hiring events, job fairs, and special events.
  - o Monthly Workforce Insider (Email Newsletter) announcing the latest labor market report.
  - o Continuous updates to the website
- This year we will be focusing on improving workflow efficiencies by working closer with other departments to plan and implement projects that will ultimately elevate the WFSCB Brand and outreach.
- Researching AI tools to integrate into content creation workflows

### January

- Jan. 15<sup>th</sup> – Observance of Martin Luther King Day
- Jan. 18<sup>th</sup> - Veteran Resource Fair
- Jan. 18<sup>th</sup> - 20th American Welding Society / Nueces County Junior Livestock Show High School Welding Competition held at the Robstown Early College High School Welding Shop with special guest, newly appointed TWC Commissioner, Joe Esparza
- Jan. 28<sup>th</sup> – Team Workforce participated at High School's Forge Your Future CCMR Expo
- Jan. 25<sup>th</sup> – Promote Partner Program, Crossroads GED Class
- Jan. 25<sup>th</sup> – Stakeholder Roundtable at the Port of Corpus Christi with Commissioner Joe Esparza
- Jan. 30<sup>th</sup> & 31<sup>st</sup> – OnPoint 2-Day Job Fair
- Jan 31<sup>st</sup> – Facebook Ad Began – San Patricio Career Expo & Job Fair. Six days into the Boost, this ad has 19,849 Post Impressions, 12,084 Post Reaches, 1,378 Engagements and 379 Link Clicks.
- Jan. 31<sup>st</sup> – Facebook Ad Began – Child Care Services – Reached 8,685 with 164 Link Clicks

### February

- February is Black History Month
- February Vision Awareness month
- Feb. 5 – 9<sup>th</sup> is Tinnitus Week
- Feb. 6<sup>th</sup> – Summer Earn & Learn Campaign Begins

- Feb. 7<sup>th</sup> – ResCare Community Living Hiring Event
- Feb. 9<sup>th</sup> – Whataburger Hiring Event
- Feb. 14<sup>th</sup> - Valentine’s Day
- Feb. 19<sup>th</sup> - President’s Day
- Feb. 20<sup>th</sup> – The Texas Hiring Event
- Feb. 29<sup>th</sup> - San Patricio County EDC Career Expo & Job Fair

#### March

- Mar. 1<sup>st</sup> – Employee Appreciation Day
- Mar. 12<sup>th</sup> – National Working Mom Day
- Promote Summer Earn & Learn

#### April

- National Autism Awareness Month
- April 4<sup>th</sup> – 6<sup>th</sup> SkillsUSA Texas Event
- 20<sup>th</sup> – CASA Super Hero 5K

#### May

- National Foster Care Awareness Month
- May 7<sup>th</sup> – Child Care Services Committee Meeting
- May 8<sup>th</sup> – Youth Services Committee Meeting
- May 9<sup>th</sup> – Workforce Services Committee Meeting
- May 9<sup>th</sup> – Public Relations Committee Meeting
- May 10<sup>th</sup> - National Military Spouse Appreciation Day
- May 12<sup>th</sup> – Mother’s Day
- May 15<sup>th</sup> – Executive/Finance Committee Meeting
- May 22<sup>nd</sup> – Board of Directors Meeting
- TBD - Premont Signing Day
- May 27<sup>th</sup> - Memorial Day

#### June

- TBD (*Tentative June 3<sup>rd</sup>, 4<sup>th</sup>, or 5<sup>th</sup>*) - SEAL Signing Day
- June 14<sup>th</sup> - Flag Day
- June 16<sup>th</sup> - Father’s Day
- June 19<sup>th</sup> - Juneteenth
- TBD - Educator Externship Week 1

#### July

- TBD - Annual “Back to School Teachers” Fair
- July 4<sup>th</sup> - Independence Day
- July 25<sup>th</sup> - Hire A Veteran Day
- July 26<sup>th</sup> - 34<sup>th</sup> ADA Anniversary

#### August

- TBD - Annual Child Care Director’s Symposium

## September

- Sept. 2<sup>nd</sup> - Labor Day
- Sept. 8<sup>th</sup> – Grandparents Day
- Sept. 10<sup>th</sup> – Child Care Services Committee Meeting
- Sept. 11<sup>th</sup> – Youth Services Committee Meeting
- Sept. 12<sup>th</sup> – Workforce Services Committee Meeting
- Sept. 12<sup>th</sup> – Public Relations Committee Meeting
- Sept. 18<sup>th</sup> – Executive/Finance Committee Meeting
- Sept. 25<sup>th</sup> – Board of Directors Meeting
- TBD - YOU Choose Career Expo 2024

## October

- National Disability Employment Awareness Month
- Blind Awareness Month
- Oct. 5<sup>th</sup> - World Teacher's Day
- Oct. 15<sup>th</sup> - White Cane Day
- TBD - Maritime Career Expo & Job Fair
- TBD - YOU Inspire Symposium

## November

- TBD - Hiring Red, White, and YOU! 2024
- Nov. 18<sup>th</sup> – 24<sup>th</sup> - National Apprenticeship Week
- Nov. 28<sup>th</sup> – Happy Thanksgiving from WFSCB

## December

- Dec. 11<sup>th</sup> - Annual Board of Directors Meeting

## INFORMATION ONLY

### VIII – 2. Quarterly Performance Report - Event Promotion, Recap and Analytics

## BACKGROUND INFORMATION

This report will highlight key events, programs, services, and stories shared by the Communications Team. Information describe promotional efforts, outreach, and tell the story of special events and community engagement that WFSCB has participated in during the last quarter. We will discuss some outreach strategies and review content and analytics.

### November

- Nov 2<sup>nd</sup> - Hiring Red, White and YOU! 2023
- Nov. 9<sup>th</sup> – Mission Moment - WFSCB Donated 201 toys to Driscoll Children’s Hospital
- Nov. 9<sup>th</sup> – Beginning partnership with KIII
- Nov. 10<sup>th</sup> – Recognized Veteran’s Day
- Nov. 17<sup>th</sup> - Workforce Insider Released. Unemployment in the Coastal Bend was 4.3%.
- Nov. 23<sup>rd</sup> – Happy Thanksgiving from WFSCB
- Nov. 20<sup>th</sup> – G&H Towing won the Small Employer of the Year Award at the 26<sup>th</sup> Annual Workforce Conference. Goodwill Industries of South Texas won the Local Employer of Excellence Award.

### December

- Dec. 11<sup>th</sup> – Promotion for the Stripes Hiring Event
- Dec. 12<sup>th</sup> – Mission Moment – WFSCB donated teddy bears to the “Badges for Bears” drive
- 13 Days of Christmas
- Dec. 19<sup>th</sup> & 20<sup>th</sup> – Promotion for the Battle & Sands Energy Corp. 2-Day Hiring Event
- Dec. 15<sup>th</sup> – Annual Board of Directors Meeting & Reception
- Dec. 21<sup>st</sup> – Mission Moment – 100 items were donated to CASA of the Coastal Bend
- Dec. 22<sup>nd</sup> – Team Workforce celebrates 13 Days of Christmas
- Dec. 27<sup>th</sup> – Workforce Insider Released. Unemployment in the Coastal Bend was 3.9%.

### January

- Jan. 15<sup>th</sup> – Observance of Martin Luther King Day
- Jan. 18<sup>th</sup> - Veteran Resource Fair
- Jan. 18<sup>th</sup> - 20th American Welding Society / Nueces County Junior Livestock Show High School Welding Competition held at the Robstown Early College High School Welding Shop with special guest, newly appointed TWC Commissioner, Joe Esparza
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## INFORMATION ONLY

### VIII – 3. Upcoming Events and Ongoing Projects

## BACKGROUND INFORMATION

### Ongoing Projects:

- Building Communications SharePoint and improving workflow efficiencies
- Promoting Upcoming Hiring Events through Social Media and Email
  - o Highlighting the San Patricio County EDC Career Expo & Job Fair – Feb. 29<sup>th</sup>
- Promoting Special Programs & Events through Social Media and Email
  - o Summer Earn and Learn (SEAL) – Promoting Through May. Storytelling through October 2024
  - o SEAL Signing Day – TBD in June
  - o TBD Educator Externship
  - o TBD YOU! Choose Career Expo
  - o Child Care Services
  - o Child Care Events to be held in the summer. Dates TBD
  - o Maritime Career Expo & Job Fair – TBD in October
- Promoting Partner Events
  - o SkillsUSA – April 4- 6<sup>th</sup>
- Storytelling Community Involvement through social media
- Monthly Workforce Insider
- Wfscb.org updates
- Refining Email Marketing Strategies & Social Media Strategies

## INFORMATION ONLY

### VIII – 4. Web, Email, PR, and Social Media Analytics

## BACKGROUND INFORMATION

### **Web Analytics** (Oct. 1, 2023 – Jan. 26, 2024)

Total Users – 18,410

New Users – 17,805

Sessions – 27,485

Views – 75, 125

The top pages users are visiting, with an exception of the home page, are Job Seekers Page (5,933 Views), the Jobs Start Here Page (4,142 Views), Child Care Waitlist Page (3,515 Views), and the Child Care Page (3,212 Views). Most of our web users are in Corpus Christi (3,253), but we are seeing an increasing number of users from Dallas, Austin, Houston, San Antonio, as well as many rural cities and other surrounding areas.

### **Email Analytics**

Over the past quarter, WFSCB has published 3 emails, which were sent out to a distribution list of 5,575 recipients. On average, 1,872 recipients opened WFSCB emails with a total number of 401 Clicks.

### **Social Media Analytics**

- Audience Report
  - Facebook is still our largest audience. From quarter to quarter, we've increased our following to 6,528 (+74). We have also seen growth on our LinkedIn Platform, with 2,558 Followers (+98). We have seen significant growth with following on Instagram following with a total of 361 followers (+10).
- Post Engagement
  - Facebook - 4.89% Engagement Rate
  - LinkedIn – 15.24% Engagement Rate
  - Instagram – 7.53% Engagement Rate
  - Twitter – 3.76% Engagement Rate
- Brand Awareness Report (Feb. 9th – April 18th)
  - Facebook
    - 143,416 Page Impressions
    - 79,108 Post Impressions
  - LinkedIn
    - 15,000 Page Impressions
    - 13,000 Post Impressions
  - Instagram
    - 1,800 Profile Impressions
    - 1,200 Post Impressions

## WFSCB Glossary of Terms

Program Title	Acronym	Program Description
Able-bodied Adult Without Dependents	ABAWD	An individual 18 yrs.+ , but under the age of 50, without dependents. SNAP-ABAWD recipients are referred by the Texas Health and Human Services Commission (HHSC).
Board Contract Year	BCY	Board Contract Year (runs from Oct. 1 - Sept. 30)
Career & Education Outreach Program	CEOP	Provides career information to students at public middle and high schools, grades six through twelve, to direct students towards high-growth/high-demand occupations. Students receive in-depth information and directions on career choices as well as access to workforce resources.
Dislocated Worker	DW	An individual who has been terminated or laid off from employment is not eligible for unemployment benefits due to insufficient earnings and is unlikely to return to a previous industry or occupation.
Department of Labor	DOL	United States Department of Labor
Educator Externship	EDEX	Informs teachers of the skill sets needed for in-demand jobs, and allows the teachers to inform and guide students toward employment in industries that match their skill sets.
Employment Services (Wagner-Peyser)	ES	Services for employers and job seekers to ensure employers have access to qualified workers. Provides job matching and recruitment services to employers and job seekers.
Eligible Training Provider	ETP	Training providers certified by the Texas Workforce Commission to provide WIOA-funded training programs.
Eligible Training Program List	ETPL	A comprehensive list of training programs approved for WIOA-funded training using Individual Training Accounts.
Fiscal Year	FY	The fiscal year is the accounting period of the federal government. It begins on October 1 and ends on September 30 of the next calendar year.
Individual Training Accounts	ITA	An account established for eligible WIOA customers for training in an array of state-approved training programs. ITAs may be used only for programs included on the statewide ETPL.
Local Workforce Development Board	LWDB	Local workforce development board established in accordance with WIA Section 117, for the purpose of policy planning for a local area and has the responsibility to ensure that the workforce needs of employers and job seekers in the geographic area governed by the local unit of government are met.
Monthly Performance Report	MPR	Performance accountability indicators used to assess the effectiveness of states and local workforce systems to achieve positive outcomes for individuals served by the six core workforce programs.
Migrant and Seasonal Farmworker Program	MSFW	A nationally directed program created by Congress in response to the chronic seasonal unemployment and underemployment experienced by migrant and seasonal farmworkers (MSFW). Provides funding to help migrant and seasonal farmworkers and their families achieve economic self-sufficiency.
National Dislocated Worker	NDW	A grant awarded to areas affected by major disaster or national catastrophe to assist in disaster relief employment and assist the substantial number of workers who were forced to relocate from an area in which a disaster has been declared.
On-the-Job Training	OJT	One-on-one training located at the job site for participants who already have some job-related skills. By participating in training as an employee, the participant acquires new skills and knowledge and receives the same wages and benefits as current employees in the same or similar position.
Program Year	PY	Program Year (for example, Program Year 2022: PY'22; –period varies for state and federal years)
Reemployment Services and Eligibility Assessment	RESEA	A federal grant program designed to allow states to provide intensive reemployment assistance to individuals who are receiving unemployment benefits and are determined likely to exhaust their benefits before becoming reemployed.
Rapid Response	RR	Provides immediate on-site assistance to workers who have job losses due to businesses closure or worker reduction. Designed to transition workers to their next employment as soon as possible.

## WFSCB Glossary of Terms

Program Title	Acronym	Program Description
Summer Earn and Learn	SEAL	A summer program that offers basic work-based learning and training services for students with disabilities such as, pre-employment work readiness training and preparation for the work experience placement; work experience to help gain familiarity with the workplace environment and develop transferable job skills; and paid compensation for time worked on the job.
Student HireAbility Navigator	SHAN	Student HireAbility Navigator's role is to expand and improve access to employment and training services and to increase employment opportunities for students with disabilities by creating strong partnerships between vocational rehabilitation (VR) Workforce Solutions offices, independent school districts (ISDs), community organizations, employers.
Supplemental Nutrition Assistance Program Employment & Training	SNAP E&T	Designed to assist SNAP recipients in obtaining employment through participation in allowable job search, training, education, or workforce activities that promote long-term self-sufficiency. SNAP recipients are referred by the Texas Health and Human Services Commission (HHSC).
Trade Adjustment Assistance	TAA	A federally funded program, with no costs to employers, who helps workers who are adversely affected by foreign import or job shifts to a foreign country.
Texas Education Agency	TEA	The branch of government in Texas responsible for public education. TEA is responsible for the oversight of public primary and secondary education in the state of Texas.
Texas Internship Initiative	TII	Provides part-time paid internships in Middle-Skill areas of accounting, business, construction management, engineering, healthcare, and information technology. Participating senior high school students must pass a dual-credit course to be placed in an internship with a local business. This grant is in partnership with Education to Employment (E2E) for the Coastal Bend.
Texas Industry Partnership Program	TIP	Supports collaborations between local workforce development boards and industry partners through the leveraging of matching contributions of cash or qualifying expenditures for occupational job training. Match funds must support certain WIOA (Workforce Innovation and Opportunity Act) activities and focus on eight designated industry clusters.
Texas Veterans Commission	TVC	A state agency that assists veterans, their families, and survivors through services provided by federal, state, local government, and private organizations.
Texas Veterans Leadership Program	TVLP	A non-profit agency that provides services to veterans to help find employment and achieve successful transitions back into civilian life.
The Workforce Information System of Texas	TWIST	TWIST is a centralized point of reporting intake and case management for customers. Intake information is submitted just once for multiple employment and training programs and can be retrieved statewide. TWIST also allows staff to query and retrieve information from the legacy systems – Employment Services, Unemployment Insurance, SNAP E&T, TANF, Supplemental Security Income, and the Texas Department of Criminal Justice.
Vocational Rehabilitation Services	VRS	A federal program that helps individuals with physical or mental disabilities get and/or keep a job.
Work Experience	WE	A work-based learning opportunity in which program-eligible customers learn both essential and technical skills for long-term employment. Businesses are referred to as "work experience sites." Intended to be short-term (12 or fewer weeks) and part-time work experience can be a volunteer, internship, or temporary short-term paid-work setting.
Workforce Innovation and Opportunity Act	WIOA	Helps job seekers and workers access employment, education, training, and support services to succeed in the labor market; and matches employers with the skilled workers they need to compete in the global economy.
Work In Texas	WIT	A comprehensive online job search resource and matching system developed and maintained by TWC. It provides recruiting assistance to Texas employers and job search assistance to any individual seeking work in Texas.
Workforce Opportunity Tax Credit	WOTC	A federal tax credit that the government provides to private-sector businesses for hiring individuals from nine target groups that have historically faced significant barriers to employment.